

ABSTRACT

A method, system, server architecture and/or tangible medium upgrade and award  
5 admittance of events to an event customer,  
preferably via a data communication network. The  
method includes, for example, receiving a  
communication from the event customer, the  
communication including a request to obtain  
10 admittance to at least one event, the  
communication also including an identifier  
associated with the event customer, admitting  
the event customer at the point of sale system  
after verification of the request, and updating a  
15 database indicating that the request was  
processed. The method also includes determining  
first predetermined criteria associated with the  
event indicative of at least one other event  
customer not attending the event, releasing an  
20 allocation associated with the at least one other  
event customer, and notifying at least another of  
the event customers to perform the upgrade and/or  
reallocation. Various optional embodiments are  
disclosed.